

# AUTOMOTIVE

With 780,000 Australians 14+ saying that Catalogues are the Media Most Useful when 'Purchasing a New Car', it's no doubt the Automotive sector are leveraging print to impact consumer's purchasing decisions.

## TOP FACTS

Why is the liquor sector investing in letterbox marketing?

**74%**

of new car buyers have read a Catalogue in the last four weeks

**64%**

of new car buyers have read Unaddressed Mail in the last seven days

**62%**

of new car buyers have read a Catalogue in the last seven days

**780,000  
Australians**

14+ said that Catalogues are the Media Most Useful when 'Purchasing a New Car'



**2<sup>ND</sup>**

Catalogue are the second Media Most Useful when 'Purchasing car/auto parts and accessories'

**93%**

of Australians who intend to buy a Ford in the next twelve months have read a Catalogue in the last four weeks.

**79%**

of Australians who intend to buy a Toyota in the next twelve months have read a Catalogue in the last seven days

**67%**

of Australians who intend to buy a Mazda in the next twelve months have read Unaddressed Mail in the last seven days

Source: Roy Morgan Research, 2018

